

FILE NO.: Z-8364-D

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NAME: Hilton Garden Inn Revised Short-form PCD

LOCATION: Located at 10914 Kanis Road

DEVELOPER:

Yogiju, Inc.  
14 Caddo Court  
Maumelle, AR

ENGINEER:

Grayrock Consulting Company  
5204 Village Parkway, Suite #11  
Rogers, AR 72758

AREA: 3.728 acres      NUMBER OF LOTS: 1      FT. NEW STREET: 0 LF

CURRENT ZONING:      C-3, General Commercial District

ALLOWED USES:      General Commercial

PROPOSED ZONING:      PCD

PROPOSED USE:      C-3, General Commercial District – Hotel Height

VARIANCES/WAIVERS REQUESTED: None requested.

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BACKGROUND:

On May 24, 2010, the Little Rock Zoning Board of Adjustment approved a height variance for this project. A building height of approximately 52 feet (4-floors) was approved.

On July 30, 2012, the Little Rock Zoning Board of Adjustment denied a request to amend the previously approved building height variance request. The applicant determined that an additional floor was needed for the proposed hotel building resulting in a five (5) story structure. The overall height of the hotel building was proposed at approximately 61-feet, as measured from the lowest finished floor to the main level between the eaves and ridge of the sloped roof.

Ordinance No. 20,649 adopted by the Little Rock Board of Directors on October 16, 2012, allowed a rezoning of the property from C-3, General Commercial District to PCD. PCD approval allowed the construction of a five (5) story hotel with a maximum building height of 61-feet. A driveway was located at the southwest corner of the property to serve as access to the site. The approved site plan for the hotel consisted of 76,083 square feet of building area within the five (5) floors. There were 135 guest rooms proposed and 148 parking spaces were to be installed. The hotel is nearing completion.

A. PROPOSAL/REQUEST/APPLICANT'S STATEMENT:

The current request is to amend the previously approved PCD to allow the placement of a wall sign on the northern façade of the existing hotel which is located without public street frontage and to allow the placement of directional signage larger than typically allowed per the zoning ordinance. All other aspects of the approved PCD remain as approved by Ordinance No. 20,649 adopted by the Board of Directors on October 16, 2012.

B. EXISTING CONDITIONS:

The property is developed with a new five story hotel. Street improvements have been completed per the Master Street Plan and previous approval. The area contains a mixture of office and commercial uses. South of the site is a strip retail center and a convenience store. East of the site is an extended stay hotel. Also located adjacent to the site is a furniture store and an office development to the north and northeast. West of the site is vacant commercially zoned property.

C. NEIGHBORHOOD COMMENTS:

As of this writing, staff has received several informational phone calls from area residents. All property owners located within 200-feet of the site along with the John Barrow Neighborhood Association were notified of the public hearing.

D. SUBDIVISION COMMITTEE COMMENT: (January 29, 2014)

The applicant was not present. Staff presented the item stating there were no outstanding technical issues associated with the request. Staff stated request was to allow the placement of a wall sign on the northern façade which was located without public street frontage. There was no further discussion of the item. The Committee then forwarded the item to the full Commission for final action.

E. ANALYSIS:

There were no outstanding technical issues associated with the request raised at the January 29, 2014, Subdivision Committee meeting. The request is to amend the previously approved PCD to allow the placement of a wall sign on the

northern façade of the existing hotel which is located without public street frontage. The previous approval allow for wall signage on the eastern and southern facades. The applicant has indicated the wall sign located on the southern façade, abutting Kanis Road, is not necessary due to the proximity of the pole sign on Kanis Road. The wall sign is proposed with a maximum height of 6-feet and a maximum length of 30-feet. The sign will be located on the top floor of the hotel (5<sup>th</sup> floor). According to the applicant the sign will be visible from Financial Center Parkway and Hermitage Road.

The request also includes the placement of directional signage slightly larger than typically allowed per the ordinance. The ordinance allows for directional/informational signs to be two square feet or less and no more than six feet in height. The signs are proposed 2-feet 3-inches in width and 1-foot 5-inches in sign area with a maximum height of 3-feet.

Staff is supportive of the applicant's request to amend the PCD zoning for this site to allow the placement of a wall sign on the northern façade and to allow the directional signage as proposed. The request is to eliminate the wall sign on the southern façade and allow the placement of a wall sign on the northern façade. There is no net gain in the allowable wall signage with the approval of this request. All other aspects of the approved PCD remain as approved by Ordinance No. 20,649 adopted by the Board of Directors on October 16, 2012.

F. STAFF RECOMMENDATION:

Staff recommends approval of the request to amend the PCD zoning to allow the placement of a wall sign on the northern façade of the existing hotel building in lieu of any wall signage on the south façade and to allow directional signage as proposed within the signage package.

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PLANNING COMMISSION ACTION:

(FEBRUARY 20, 2014)

The applicant was present. There were no registered objectors present. Staff presented the item with a recommendation of approval of the request to amend the PCD zoning to allow the placement of a wall sign on the northern façade of the existing hotel building in lieu of any wall signage on the south façade and to allow directional signage as proposed within the signage package.

There was no further discussion of the item. The Chair entertained a motion of approval of the item as presented by staff. The motion carried by a vote of 10 ayes 0 noes and 1 absent.